

Listing of Claims:

Claim 1: (Currently Amended) A system, comprising
a ~~receiver~~ set-top box configured to:
receive a ~~first~~ broadcast stream, a portion of the ~~first~~ broadcast stream having a first priority indicator; and
receive a ~~separate~~ ~~second~~ media ~~separate from the broadcast stream, the media~~ having a second priority indicator, ~~the separate~~ ~~second~~ media to be played during the portion of the ~~first~~ broadcast stream ~~greater than the first priority indicator~~;
receive a signal configured to modify the first priority indicator from a first priority to a second priority;
modify the first priority indicator from the first priority to the second priority in response to receiving the signal;
determine whether the ~~modified~~ first priority indicator is greater than the second priority indicator; and
replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator
~~delay the insertion of the separate~~ ~~second~~ media until another portion of the ~~first~~ broadcast stream having a ~~third~~ priority indicator in response to determining that the first priority indicator is greater than the second priority indicator, the ~~third~~ priority indicator being less than the second priority indicator.

Claim 2: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators comprise at least one of a number, a letter, and a symbol.

Claim 3: (Currently Amended) The system of Claim 1 wherein the separate ~~second~~ media and the ~~first~~ broadcast stream are the same media.

Claim 4: (Currently Amended) The system of Claim 1 wherein the separate ~~second~~ media and the ~~first~~ broadcast stream are different media.

Claim 5: (Currently Amended) The system of Claim 1 wherein an event triggers an insertion of the separate ~~second~~-media into the ~~first~~-broadcast stream.

Claim 6: (Previously Presented) The system of Claim 5 wherein the event includes an arrival of an e-mail message.

Claim 7: (Currently Amended) The system of Claim 1 wherein ~~a~~the signal configured to change the first priority indicator is programmed by a time mark, ~~the time mark synchronizing the second media insertion with the first broadcast stream.~~

Claim 8: (Currently Amended) The system of Claim 1 further wherein one or more additional priority indicators are associated with the ~~first~~-broadcast stream using at least one of a pilot tone and a watermark.

Claim 9: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators are user specified.

Claim 10: (Currently Amended) The system of Claim 1 wherein the ~~receiver-set-top box~~ is part of a television system or radio system.

Claim 11: (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

receiving, ~~at a set-top box~~, a ~~first~~-broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

receiving, ~~at the set-top box~~, ~~a separate~~ ~~second~~-media ~~separate from the broadcast stream and having a second priority indicator lower than the first priority indicator, the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;~~

~~receiving, at the set-top box, a signal configured to modify the first priority indicator from a first priority to a second priority;~~

modifying, at the set-top box, the first priority indicator from a first priority to a second priority in response to receiving the signal;

determining, at the set-top box, whether the modified first priority indicator is greater than the second priority indicator; and

in response to determining that the modified first priority indicator is greater than the second priority indicator, delaying the insertion of inserting the separate second media into the first broadcast stream.

Claim 12: (Previously Presented) The method of Claim 11 wherein the first and second priority indicators comprise at least one of a number, letter and symbol.

Claim 13: (Currently Amended) The method of Claim 11 wherein the separate second media and the first broadcast stream are the same media.

Claim 14: (Currently Amended) The method of Claim 11 wherein the separate second media and the first broadcast stream are different media.

Claim 15: (Currently Amended) The method of Claim 11 wherein an event triggers an insertion of the separate second media into the first broadcast stream.

Claim 16: (Previously Presented) The method of Claim 15 wherein the event includes an arrival of an e-mail message.

Claim 17: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first broadcast stream, wherein the plurality of priority indicators are embedded into the first broadcast stream using at least one of a pilot tone and a watermark.

Claim 18: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first broadcast stream based on a geographic area.

Claim 19: (Currently Amended) The method of Claim 11 wherein ~~a~~the signal configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the ~~second~~separate media insertion with the ~~first~~-broadcast stream.

Claims 20-25: (Cancelled).

Claim 26: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting media into a broadcast stream, the method comprising:

receiving a ~~first~~-broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the ~~first~~-broadcast stream;

receiving a separate ~~second~~-media having a second priority indicator ~~lower than the first priority indicator, the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;~~

~~receiving a signal to modify the first priority indicator from a first priority to a second priority;~~

~~modifying the first priority indicator from the first priority to the second priority in response to receiving the signal;~~

determining whether the ~~modified~~ first priority indicator is greater than the second priority indicator; and

~~in response to determining that the ~~modified~~ first priority indicator is ~~greater~~lower than the second priority indicator, delaying the insertion of inserting the separate ~~second~~-media into the ~~first~~-broadcast stream.~~

Claim 27: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the first and second priority indicators comprise at least one of a number, a letter and a symbol.

Claim 28: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate ~~second~~-media and the ~~first~~-broadcast stream are the same media.

Claim 29: (Currently Amended) The machine-readable storage medium of Claim 26
wherein the separate ~~second~~-media and the ~~first~~-broadcast stream are different media.

Claim 30: (Currently Amended) The machine-readable storage medium of Claim 26
wherein an event triggers an insertion of the ~~second~~-separate media into the broadcast stream.

Claim 31: (Previously Presented) The machine-readable storage medium of Claim 30
wherein the event includes an arrival of an e-mail message.

Claim 32: (Currently Amended) The machine-readable storage medium of Claim 26
wherein a plurality of additional priority indicators are each associated with a different portion of
the ~~first~~-broadcast stream, the plurality of additional priority indicators embedded into the ~~first~~
broadcast stream using a pilot tone or watermark.

Claim 33: (Currently Amended) The machine-readable storage medium of Claim 26
wherein a plurality of additional priority indicators are each associated with a different portion of
the ~~first~~-broadcast stream based on a subdivision or geographic area, the plurality of additional
priority indicators allowing broadcasters to sell advertising space for the particular subdivision or
geographic area.

Claim 34: (Currently Amended) The machine-readable storage medium of Claim 26
wherein the priority indicators are user assigned to the ~~second~~-separate media by a ~~local user of~~
~~the system~~.

Claim 35: (Canceled).

Claim 36: (Cancelled).

Claim 37: (New) The system of claim 1, wherein the signal is programmed by a time mark.

Claim 38: (New) The system of claim 1, wherein the set-top box is further configured to:
determine that the first priority indicator is greater than the second priority indicator prior
to receiving the signal; and
delaying the insertion of the separate media into the broadcast stream until the first
priority indicator is modified.